



DEPARTMENT OF TRANSPORTATION

## REST AREA SPONSORSHIP PROGRAM

Quick facts and frequently asked questions

REST AREA  
SPONSORED BY



Your  
Company  
Name



# Rest Area Sponsorship Program

## QUICK FACTS AND FREQUENTLY ASKED QUESTIONS

### What is the purpose of the Rest Area Sponsorship Program?

The purpose of the program is to generate revenue to help defray some of the operational costs of the rest areas. These offset dollars can be used to maintain existing rest area facilities or modernize outdated ones, or be used for other state highway purposes. A secondary purpose is to provide an opportunity for Iowa businesses to increase their name recognition through the use of acknowledgement signs along Interstate routes.

### Are there rules associated with the administration of this program?

Yes, see Iowa Administrative Code chapter 761–123.

### Why should my organization or business participate in the Rest Area Sponsorship Program?

Individuals or businesses can proudly take part in supporting Iowa's rest area system by sponsoring one of their favorite rest areas, a rest area located near their business, a group of rest areas, or all the rest areas in the state.







## How many rest area locations will be available to sponsor?




A total of 37 rest areas will be available for sponsorship. This excludes the north-and southbound Ankeny sites, which were permanently closed this year and will eventually be replaced at a different location, and the Loveland scenic overlook. Bids will be accepted for the east- and westbound Waukee rest areas; however, these sites are being studied at this time and their future is uncertain.

The total number of visitors served at all locations is estimated at 16 million.








Route and location		Highway average daily traffic count (2010)	Staffed welcome center (Yes or No)	Themed facility
1)	I-29 southbound, Pacific Junction, milepost 38	10,484	No	No
2)	I-29 northbound, Pacific Junction, milepost 38	11,412	No	No
3)	I-29 southbound, Missouri Valley, milepost 79	6,862	No	No
4)	I-29 northbound, Missouri Valley, milepost 79	6,917	No	No
5)	I-29 southbound, Onawa, milepost 110	6,299	No	No
6)	I-29 northbound, Onawa, milepost 110	6,493	No	No
7)	I-29 southbound, Sergeant Bluff, milepost 139	9,061	Yes, all year	<p>Yes, Corps of Discovery theme, completed in September 2000</p> 
8)	I-29 northbound, Sergeant Bluff, milepost 139	9,577	No	No
9)	<p>I-35 southbound and northbound, Lamoni, milepost 7</p> <p>(Sponsor will be displayed on two mainline highway signs, one northbound and one southbound.)</p>	<p>6,310 northbound</p> <p>6,477 southbound</p>	Yes, all year	<p>Yes, native vegetation theme, completed in January 2001</p> 
10)	I-35 southbound, Osceola, milepost 33	7,057	No	No
11)	I-35 northbound, Osceola, milepost 33	6,915	No	No

Route and location		Highway average daily traffic count (2010)	Staffed welcome center (Yes or No)	Themed facility
12)	I-35 southbound, Story City, milepost 119	13,425	No	<p>Yes, transportation theme, completed May 2009</p> 
13)	I-35 northbound, Story City, milepost 120	12,783	No	No
14)	<p>I-35 southbound and northbound, Dows, milepost 159</p> <p>(Sponsor will be displayed on two mainline highway signs, one northbound and one southbound.)</p>	<p>7,248 northbound</p> <p>7,280 southbound</p>	No	<p>Yes, Civil War theme, completed September 2003</p> 
15)	<p>I-35 southbound and northbound, Northwood, milepost 214</p> <p>(Sponsor will be displayed on two mainline highway signs, one northbound and one southbound.)</p>	<p>8,875 northbound</p> <p>8,988 southbound</p>	Yes, all year	<p>Yes, the top of Iowa, completed June 1998</p> 



Route and location		Highway average daily traffic count (2010)	Staffed welcome center (Yes or No)	Themed facility
16)	I-80 eastbound, Underwood, milepost 19	9,591	Yes, all year	<p>Yes, The Loess Hills: strata theme, completed October 2007</p> 
17)	I-80 westbound, Underwood, milepost 19	9,747	No	No
18)	I-80 eastbound, Adair, milepost 81	10,440	No	<p>Yes, The Greatest Story Never Told, completed March 2002</p> 
19)	I-80 westbound, Adair, milepost 80	10,510	No	<p>Yes, renewable energy theme, completed in 2012</p> 
20)	I-80 eastbound, Waukee, milepost 119	17,740	No	No
21)	I-80 westbound, Waukee, milepost 119	17,688	No	No
22)	I-80 eastbound, Mitchellville, milepost 147	17,352	No	No



Route and location		Highway average daily traffic count (2010)	Staffed welcome center (Yes or No)	Themed facility
23)	I-80 westbound, Mitchellville, milepost 147	17,129	No	<p>Yes, urban/rural landscape theme, completed January 2002</p> 
24)	I-80 eastbound, Grinnell, milepost 180	14,218	No	<p>Yes, pioneer theme, completed in November 1999</p> 
25)	I-80 westbound, Grinnell, milepost 180	14,053	No	No
26)	I-80 eastbound, Victor, milepost 208	13,839	No	No
27)	I-80 westbound, Victor, milepost 208	13,219	No	No
28)	I-80 eastbound, Tiffin, milepost 237	15,137	No	<p>Yes, It Has Iowa Written All Over It, completed 2010</p> 

Route and location		Highway average daily traffic count (2010)	Staffed welcome center (Yes or No)	Themed facility
29)	I-80 westbound, Tiffin, milepost 237	14,653	No	<p>Yes, Land-to-Learn, completed September 2001</p> 
30)	I-80 eastbound, Wilton, milepost 270	16,381	No	<p>Yes, Underground Railroad theme, completed March 2003</p> 
31)	I-80 westbound, Wilton, milepost 270	16,700	Yes, all year	<p>Yes, harvest theme, completed in August 1999</p> 



Route and location		Highway average daily traffic count (2010)	Staffed welcome center (Yes or No)	Themed facility
32)	I-80 eastbound, Davenport, milepost 300	13,559	No	Yes, Mississippi River theme, completed September 2002 
33)	I-80 westbound, Davenport, milepost 300	13,955	No	No
34)	I-380 northbound, Cedar Rapids, milepost 13	24,223	No	
35)	I-380 southbound, Cedar Rapids, milepost 13	25,082	No	No
36)	I-680 eastbound, Loveland, milepost 16	3,076	No	No
37)	I-680 westbound, Loveland, milepost 18	3,056	No	No

### What is the sponsorship contract period?

Three years

### Who produces the sponsor sign?

Sponsors must provide sponsor panels for posting, which will be installed by the Iowa DOT. The Iowa DOT must approve the design prior to fabrication. The Iowa DOT will provide and install the blue background sign.

### What information or image can be displayed on the sponsor signs?

Rest area sponsors will be permitted to display two sponsorship panel signs:

(1) on the highway mainline in advance of the entrance driveway to the rest area (The Lamoni, Northwood and Dows rest areas will each have two mainline signs, one for each direction of travel); and

(2) one interior rest area building sign.

The highway mainline sign is limited to identification of the sponsoring entity by name and/or trademark.



### Sponsor panel specifications:

**Size:** 48" wide x 24" high with 2" radius corners

**Material:** .080" aluminum

**Border:** ½" white. If background is white, then border is omitted.

**Message:** Limited to sponsor entity name and/or sponsor entity trademark

**Advertising:** Prohibited, as defined in agreement

**Reflectivity:** Not required, but recommended for nighttime visibility

**Approval:** DOT approval of any proposed design is required prior to fabrication.

### Interior sponsor panel specifications:



**Size:** 30" wide x 18" high with 2" radius corners

**Material:** .080 aluminum - one 3/8" diameter hole pre-drilled in each corner as shown

**Border:** Optional

**Top header message required:** "Rest Area Sponsored By"

**Entity identified:** Must be same business as identified on the mainline sponsor panel

**Message:** Limited to "Rest Area Sponsored By", the name of the sponsor and/or the sponsor's trademark.

**Approval:** DOT approval of any proposed design is required prior to fabrication.

### **Are these considered advertising signs?**

No, advertising is prohibited within the public right of way. The Federal Highway Administration has approved the use of these signs as “acknowledgment signs,” similar to Adopt-a-Highway signs. Acknowledgment signs allow for the identification of a sponsor who has provided a highway-related service or made a monetary contribution.

### **Will the Iowa DOT allow multiple sponsors to be recognized on a single sign?**

No, doing so would create a sign that resembles an advertising sign, which is inconsistent with the intent of sponsorship acknowledgement and federal law. This program is similar to the Adopt-a-Highway Program by which only one sponsor can be acknowledged on a single sign. In addition, the dimensions of the sign are limited by federal law, which means there is insufficient room for multiple sponsors to be acknowledged on a single sign.

### **What is the minimum bid the Iowa DOT will accept for a single sign per year?**

This is a competitive bidding process and the minimum bid that will be considered by the Iowa DOT for one rest area sponsorship is \$2,500 per year. Since the contract length is three years, the total minimum bid for an individual rest area sponsorship is \$7,500.

### **Can a single entity submit a bid to sponsor all rest areas in the state?**

Yes. If a single bid is received, the Iowa DOT will compare it to the sum of all highest bids for individual rest area locations. The Iowa DOT will select the higher amount.

### **Will the bids be made known to the public?**

Yes; they will be opened at a public event.

### **Is there a special fund in which the sponsorship monies will be deposited and from there distributed?**

No, sponsorship payments will be deposited into the Primary Road Fund, the same fund that provides for the operation of the state’s rest areas and highways.

### **When will the Request for Proposal soliciting bid from potential sponsorships be issued?**

Sept. 13, 2013

### **When must bids be received?**

Oct. 9, 2013

### **Where can I find additional information about participation in the Rest Area Sponsorship Program?**

[www.iowadot.gov/purchasing/lettingschedule.htm](http://www.iowadot.gov/purchasing/lettingschedule.htm)

### **Who can I contact if I have questions?**

Rest area administration and sponsorship program questions may be directed to Steve McMenamin at 515-239-1680 or 515-290-2814.

Questions about the Request for Proposal must be directed to Mary Zimmerman at 515-239-1298.





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